Hands On®
The Newsletter of the American Massage Therapy Association
May/June 2004

AMTA Teams Up With Jackson Hewitt For Tax Season Stress Relief

Tax season is a stressful time of year, and AMTA and Jackson Hewitt Tax Service are trying to take the edge off with a national promotion of stress relief for tax filers. In March, AMTA reached an agreement to partner with Jackson Hewitt. The company agreed to access *AMTA's Find a Massage Therapist*® national locator service, and book appointments with AMTA members.

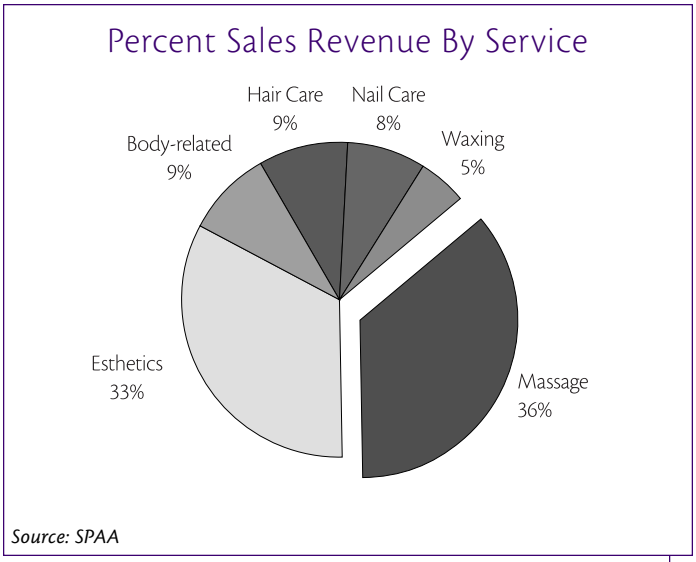
It's a partnership that supports AMTA's strategy that consumers choose AMTA members when they get massage. "This is a wonderful opportunity. More people will receive massage and many of our members will acquire new clients as a direct benefit of being AMTA members," says AMTA President Laurel J. Freeman.

Jackson Hewitt—the second-largest tax preparation service in the country—used *AMTA's Find a Massage Therapist*® national locator service to find Professional Active members in five metropolitan areas—New York City, Chicago, Los Angeles, Houston and Atlanta. Individual members were called to negotiate a rate for onsite chair massage in their specific locations the week of April 12.

If you are not a Professional Active member enrolled in *AMTA's Find a Massage Therapist* national locator service, you can enroll by calling Member Services at 847-864-0123 or through the "Member Section" of www.amtamassage.org.

Study Shows Massage Ranks First Among Spa Treatments

The popularity of massage is evident, as it tops the list of services offered at spas, and generates the largest amount of revenue for these businesses, according to the Spa Association (SPAA) *2004 State of the Industry Report*.



A new survey from SPAA reveals that massage is the top moneymaker at most spas in North America, bringing in one-third of all revenue.

Of the more than 3,500 spas that responded, massage was offered at 97 percent of them. On average, there were four massage rooms per facility. It is apparent from the respondents that spas put some emphasis on massage as a service, and in many cases, it is the focus of their business. In fact, massage accounted for an average of 36 percent of sales revenue of the surveyed spas. Esthetic services followed closely with 33 percent.

But Melinda Minton, executive director of SPAA, says there is plenty of room for massage therapy to make even more headway in the spa industry.

"I think massage could play an even more important role if spas were to aggressively offer more massage modalities and emphasize the therapeutic benefits just as much as they currently market the relaxation aspects of the work," Minton says. "It seems like most current spa-goers are not as 'repeat' as they would be if they were going to an individually practicing therapist or to a massage-only type of business."

The report compiled survey results from SPAA members and nonmembers from across North America in 2002 and 2003.

"Manage Pain With Massage" To Be This Year's NMTAW Theme

AMTA has announced "Manage Pain with Massage" will be the theme of this year's National Massage Therapy Awareness Week® (NMTAW™), October 24 to 30.

NMTAW has proven to be a great program to increase public awareness of the value and benefits of massage, and to demonstrate the quality of AMTA members to the public. "Manage Pain with Massage" presents an opportunity to build on these successes. This theme tells people that massage can be an ongoing part of their wellness and can not only relieve pain, but may also help manage it. The goals are to attract more people to the benefits of massage and for consumers to prefer AMTA members for their massage.

Last year's theme, "Relieve Pain with Massage," was a great success. "The news media and the public showed a lot of interest in how massage can relieve pain," says AMTA President Laurel J. Freeman. "Because AMTA chooses themes for the appeal they will have, it decided to go with a similar theme for NMTAW."

According to Freeman, NMTAW has become the single greatest promoter of public awareness about massage.

If you have any questions about NMTAW, call Joseph Schlesinger in the National Office at 847-864-0123, ext. 133.

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Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

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President's Letter

March Board Meeting – A Great Success!

We have just successfully completed the first year of using knowledge-based decision-making (KBDM), a proven method of doing business efficiently and effectively.

At the March board meeting in Chicago, we added another component—dialogue before deliberation (D&D), giving each board member an opportunity to express his or her viewpoint. This procedure encouraged lively discussions with measurable outcomes. Using KBDM and D&D increased board productivity.

I would like to share the following highlights from my opening speech at the meeting:

> *Opening speeches are like a brand new day—filled with excitement, hope and possibilities for great things to happen. I'm very excited and honored to be president this year, to have the opportunity to work and interact with a group of individuals who care, cooperate and perform to the best of their ability for the benefit of AMTA.*
>
> *One of my goals is to honor all the past work that has brought us to this point; we are currently 48,000-plus members strong. Together we are becoming an effective team increasing the efficiency in using KBDM and D&D for the highest value of our members and the association.*
>
> *As we continue to use this process, it may appear that we don't know what we are doing. This may be correct. But, that is OK, because like the little inchworm, "We've got high hopes." We are going to practice and practice until, like Jack Be Nimble, we easily will jump over the candlestick.*
>
> *The human body is a miracle, and we are designing all the AMTA components to work efficiently and effectively as one harmonious unit, much like this. We want the AMTA components to be easy and user friendly.*
>
> *Some of my philosophies on practicing daily living are that I do not believe in problems or that things have to be hard. The theme for this year is, problems are out, challenges are in; hard is out, easy is in.*
>
> *Let's have fun and collectively move AMTA easily toward the goal of a unified team in integrity, honesty and cooperation.*

I invite you to practice using empowering words for 45 days. This will be a life-changing experience. Thank you for being a member of AMTA.

Love and Light,

Laurel J. Freeman

Laurel J. Freeman
AMTA President

Ostendorf To Retire This Summer As COMTA's Executive Director

COMTA Executive Director Carole Ostendorf will retire in June 2004.

Carole Ostendorf, who as served as executive director of the Commission on Massage Therapy Accreditation (COMTA) since 1999, announced that she will retire from the position in mid-June 2004.

Ostendorf has been instrumental in the growth and development of COMTA, leading the organization to United States Department of Education (USDE) recognition as the accrediting body of schools and programs in massage therapy and bodywork. Recognition by the USDE as an accrediting organization is limited to very few, select organizations, and these organizations set and assess standards for educational practice in their fields through a peer review process. Ten elected commissioners make up COMTA, representing various communities of interest in the field and the public. COMTA's accreditation process and procedures have been highly rated by both the profession and the USDE.

"My time with COMTA has provided an opportunity to learn, to meet many passionate and committed individuals in the field of massage therapy and bodywork, and to share their vision for the field," says Ostendorf. "It has been a privilege to participate in the development of educational standards within this developing profession."

Ostendorf leaves COMTA on very solid footing, both in operational and strategic directions. During her tenure, the number of accredited schools and programs grew to 69, a 60 percent increase in just over five years. Under her leadership, a strategic plan has been developed that incorporates both purposeful growth in the number of schools and programs accredited by COMTA. It also maintains a vibrant and dynamic process of self-study and reflection for both COMTA-accredited schools and programs, and the commission itself.

COMTA Chair Jan Schwartz (AZ) says that Ostendorf possessed the outstanding and enthusiastic leadership needed to direct the commission to achieve its formative goals. "Carole's ability to motivate and inspire led COMTA to USDE recognition, and the fulfillment of other important objectives in its strategic plan," Schwartz says. "Her skill and energy have assisted COMTA in moving forward to meet its vision of being the accrediting agency of choice for massage therapy and bodywork schools."

In a recent meeting, COMTA expressed its deep thanks to Carole for the leadership and dedication she brought to the position. She leaves the position with the gratitude of the commissioners, as well as that of the many school and program leaders, members of allied associations and government officials whom she has touched with her work.

The commission has started the search for a successor who will shepherd COMTA through the next phase of its development, with qualities equal to the wisdom and grace Ostendorf embodies. An announcement is expected in a few weeks.

AMTA Board Approves Program Developments

Government Relations And Toll-free Number Top Priorities

At its March meeting, the National AMTA Board of Directors approved development of two new programs to bring new benefits to members, and support further growth of the massage therapy profession. Following up on its previously-announced Future Directions, and implementing its Strategic Plan, the board agreed to pursue a Government Relations Program and to implement a toll-free telephone number for members to reach the National Office.

It also directed the board of the AMTA Council of Schools to investigate developing a code of ethics for school members, and committed to resolve advertising issues involving headings for massage therapy in *Yellow Page* directories, through ongoing communications with the Yellow Pages Integrated Marketing Association (YPIMA).

"This was a very exciting board meeting," says AMTA President Laurel J. Freeman. "There are many products, programs and services (PPSs) we'd like to implement for our members and our profession. The PPSs the board chose were based on well-researched facts and the decisions are financially responsible."

Because all AMTA PPS plans are to have measurable outcomes, the newly approved programs will be evaluated annually to ensure that they are meeting these outcomes.

Developing and implementing a Government Relations Program is a prioritized strategy for AMTA in FY04/05. The board decision has provided volunteer leaders and staff with guiding principles for how the new Government Relations Program is to be developed, with special emphasis on input from AMTA chapters.

The board views a new toll-free telephone service for the National Office as an operational necessity to be implemented by December 1, 2004. Another new member benefit is Members Online, a way to create your own Web site. (See page 6 for more details.)

AMTA also will expand its relationship with YPIMA. Volunteers and staff will create a process that allows issues to be addressed appropriately between AMTA and YPIMA, involving an organizationally selected ad hoc advisory group to advise staff on issues pertaining to *Yellow Pages*, as needed. AMTA has invited a representative of YPIMA to meet with members during the AMTA National Convention in Nashville, to discuss ways to resolve problems with massage therapy

continued on page 7

COMTA Closer To Becoming A Nonprofit Organization

The Commission on Massage Therapy Accreditation (COMTA) officially filed its articles of incorporation on March 1 as the first step to meet its goal of becoming an independent nonprofit organization. This move provides COMTA with an opportunity to expand its focus, and continue its vision of being the accrediting agency of choice for the massage therapy and bodywork educational institutions.

Another major step for COMTA is having its application for renewal of recognition by the U.S. Department of Education heard in June. Each accrediting agency that is recognized is required to go through periodic reviews to assess its ongoing compliance with regulations. COMTA's initial recognition was received June 9, 2002.

COMTA will be sponsoring another onsite evaluator workshop at this year's AMTA National Convention in Nashville, Tennessee. Please watch for details on the COMTA Web site at www.comta.org.

Enhanced Features On Membership Renewal Invoices

Many members said they wanted a more useful renewal invoice. In order to provide you with an invoice that gives you more of what you want, the following features have been added to your 2004 AMTA dues renewal invoice:

- Professional Active members will now see a listing of completed continuing education hours in the "continuing education hours" box;
- Professional Active member invoices will include due dates for submission of continuing education hours;
- Professional Active and Full Associate members will be able to add or renew additional insured requests when renewing their AMTA membership. Some contracts with facilities require you to add them as additional insureds. Please read your contracts carefully to be certain that you are required to add insured coverage. To add insureds at any *other* time during your membership year, contact the insurance provider, Marsh Affinity, at 800-503-9230, or www.seaburychicago.com. Additional insured requests must be renewed annually.

For more information, visit www.amtamassage.org. You can also call the Member Services Department at 847-864-0123.

fingerprints

Special Care For Special Needs

Eleven years ago, Michael Regina-Whiteley (ME) was on a massage table, receiving his first-ever professional massage. That's when the idea came to him—he wanted to get his massage license so he could provide therapeutic massage to those with special needs.

Michael Regina-Whiteley performs passive range of motion on one of his clients, through his Healing HouseCalls practice.

Up until that day, Regina-Whiteley worked as a direct service provider, assisting those with developmental and physical challenges with daily activities. He believed that offering massage would be a more meaningful way to help the people he had been working with for the last 23 years. He now runs his own massage practice, Healing HouseCalls, where he focuses on helping his clients improve or regain range of motion in limbs that are constantly going into spasm, thereby enabling them to be more independent in basic activities of daily living.

"Massage therapy is very beneficial in controlling physically aggressive and obstinate behaviors by providing relaxation for the client," says Regina-Whiteley.

He takes the time to teach simple massage techniques to parents and personal care providers. Regina-Whiteley also employs what he refers to as "whispers." He says that when you lower

your voice, a person with just about any challenge will cease whatever maladaptive behavior, and more carefully listen to what you are saying. "The clients tend to participate in massage much more when I use this approach," he says.

He also developed a six-hour workshop that provides essential training for other massage therapists who are interested in expanding their practices to include this neglected population.

Regina-Whiteley can be contacted at 207-495-7745, or via E-mail at: *specialneeds@adelphia.net*.

Strong Therapists' Hands Overcome Devastation of Stronger Winds

When a tornado tore through Wooster, Ohio, last November, it left behind extensive damage to homes, business and area parks.

One of Wooster's parks, Christmas Run Park, was hit particularly hard, losing approximately 350 trees. So 10 days after the storm swept through the city, the park held a volunteer clean-up day. Kara McCreary (OH), a massage therapy student at the time, and Dianna Stair (OH), already a licensed massage therapist, wanted to help. But they couldn't see themselves lifting heavy chainsaws and trees. That's when they got creative. They decided to offer their skills as massage therapists.

Dianna Stair gives a chair massage to one of the many volunteers.

Kara McCreary spent several hours working on members of the cleanup crew.

For four hours, they offered chair massage to the volunteers, helping to rejuvenate and ease the aches and pains of the many volunteers who spent hours hauling branches and cleaning up debris. McCreary says they massaged a couple dozen volunteers, many of whom had never had a massage. She says some volunteers were done working for the day, but after they got their massage, they felt good enough to go back and help some more.

"It gives you chills to see how destructive it was," McCreary says. "This profession allows us to help in creative ways. The volunteers appreciated it so much."

quick tips!

Getting Over Phone Fear

You have completed school, perhaps you're licensed and now you're ready to start your business. But where do you start? As massage therapists, finding and sustaining clients can be a challenge. But Kim DeMotte, consultant and author of *The Positive Power of NO: how that little word you love to hate can make or break your business*, offers some general guidelines for starting up a business, that massage therapists can easily adapt for their own practices.

One suggestion: Pick up the phone. DeMotte says if you are sending brochures to hundreds of names on a general mailing list—then passively waiting for calls—you're probably wasting a lot of money on printing and postage. Instead, he recommends calling potential clients. For example, call a health club or wellness center to see if they are interested in promoting your services. These conversations need to be honest, in-depth and aimed at quickly getting at the truth about whether the prospect needs your products or services.

DeMotte says that putting yourself in front of a potential client will be easy. But in a cynical sort of way, "phone fear" could turn out to be your biggest advantage.

"It's a safe guess that most of your competitors are still relying on more passive forms of prospecting," says DeMotte. "When you resolve to take the more courageous route, you're already a step ahead of them. By *immediately* establishing an open dialogue with prospects and disqualifying those who aren't right for you, [you] free up time and energy to concentrate on the ones who will really benefit [you or] your company."

Adapted from *The Positive Power of NO: how that little word you love to hate can make or break your business* (2003, Facts on Demand Press), by Kim DeMotte.

Create Your Own Custom Web Site

You asked for it, and now it's here! After researching programs for more than two years, AMTA is offering members a low-cost way to create a custom Web site that doesn't require special software or knowledge of HTML and the Internet. It is called Members Online, and it's easy to sign up and simple to design. Typing is the only skill you need to update the finished Web site. This application was initially introduced to AMTA Chapters last year, and is now being offered to all AMTA members.

When you sign up, the program takes you to a simple question-and-answer format that leads you through the process. You can create pages that promote your practice, provide potential clients with your biography or sell products. There is also an option to select photos and background colors, post a monthly newsletter, put up links to favorite sites and much more.

Before you begin, you need to decide what pages and features you want. After that, the Members Online design team does the rest. AMTA has assembled a special library of photos, logos and art that are included in this program that you can use on your Web site. We have even pre-programmed key words so when Members Online submits your site to the search engines, you will receive a better ranking.

Members Online offers the following services at economical prices. You can purchase any of the following with your credit card over a secure server:

- **The Professional:** Includes seven pages, unlimited E-mail and 100MB hosting. Cost: $24.95 per month, plus initial $40 setup fee. Select if you already own a domain name.
- **The Professional with Domain Name:** Includes seven pages, unlimited E-mail, 100MB hosting and domain name registration. Cost: $24.95 per month, plus initial $65 setup fee.
- **The E-Commerce:** Includes seven pages, unlimited E-mail, 100MB hosting, shopping cart, merchant account and allows up to 200 online products. Cost: $35.95 per month, plus initial $50 setup fee. Select if you already own a domain name.
- **The E-Commerce with Domain Name:** Includes seven pages, unlimited E-mail, 100MB hosting, domain name registration, shopping cart, merchant account and allows up to 200 online products. Cost: $35.95 per month, plus initial $75 set-up fee.

Each of the above packages includes the following:

A toll-free 800-number for technical support, available 24 hours a day, 7 days a week; the option to add more pages for $99 each; site traffic and statistical reporting; cyber security; Web-based control panel; and site promotion to all of the top search engines.

Visit the "Members Section" of AMTA's Web site at www.amtamassage.org for a "how-to" guide. You can be online with your own custom Web site in less than two weeks once your content is received. Start saving and building your business today!

Many custom Web site development companies charge a fee of several thousand dollars. Take advantage of this great new member benefit found only on AMTA's Web site! If you have any questions about this program after reading the information on our Web site, just call 800-538-2129 and let them know you are an AMTA member. Welcome to the World Wide Web!

TAKE ACTION!

To get started on your own custom Web site, call Members Online toll-free at **800-538-2129** for assistance!

Strategic Focus—Your Relationship With AMTA

One of the three areas of strategic focus for AMTA in FY04/05 is to refine member services to implement interactive member relationships with AMTA, at both the national and chapter levels. The goal is to ensure that members experience AMTA as an open, supportive and inclusive community through enhancing the individual member experience to enable greater member input and/or member participation.

AMTA has always been there for members, but it has learned that some haven't felt as connected to the AMTA community as they should. So this year, AMTA is working on new ways every member can provide input into what AMTA is doing, enhance their communications with the National Office and improve members' chapter experiences.

Already in 2003, AMTA began gathering more regular input from members. Many members reviewed and provided input into the development of AMTA's Future Directions. That input was vital in choosing interactive member relationship as part of the strategic focus for this year.

Now members can easily make suggestions to the AMTA National Board of Directors about products, programs and services (PPS) at any time. And, you will have the opportunity to provide input on new ideas being considered. The easiest way to do that is through AMTA's Web site: www.amtamassage.org/member/PPSProgram/ppsindex.html.

At the AMTA National Office, Call Center operators now have more information easily available to them about each member that calls. The computer software has been updated so staff can quickly access how long the caller has been a member, if the member recently called the office and if there was a specific commitment made to that member when he or she last called. This will help the National Office better meet the needs of members. You also will see your up-to-date CEUs, now listed on your FY04/05 membership renewal notice and posted when you log in to the "Member Section" of the Web site.

The Meetings and Education Department at the National Office is now the Professional Development Department. This shift in focus allows AMTA staff to better concentrate on all aspects of professional development, including ongoing education, meetings, the *Be Your Best* program, Massage Information Center resources and health-care collaboration efforts.

continued on page 7

Strategic Focus *continued from page 6*

In support of the interactive member experience, this year's Chapter Volunteer Orientation Program (CVOP) will include the CVOP Program Fair. This will be an opportunity for chapter volunteers to learn about delivering programs and services that are of particular interest to members in their chapters.

In February and March of this year, 28 members were chosen at random to attend focus groups for *Massage Therapy Journal* (MTJ). An additional 1,400 individual members were surveyed in March for their views of the publication. Another 1,100 massage schools and 4,500 individual members were surveyed this spring about what they want from AMTA membership. The National Office also has just completed a review of member input on how members would like to receive E-mails from AMTA. And, by December 1, 2004, AMTA will start a toll-free number for members to contact the National Office.

You can read more about AMTA's progress toward members' viewing and experiencing AMTA as an open, supportive and inclusive community in upcoming issues of *Hands On*.

CE Reminder For Associate, Professional Inactive Members

Professional Active members are the only membership category required to complete and submit 48 continuing education hours after their first full year as Professional Active members.

When you join or upgrade to Professional Active status after your first full year, you will have four years to complete and submit 48 continuing education hours. In other words, these members have five years from the start of their Professional Active membership to earn the 48 CE hours. Any previous continuing education hours cannot be applied toward your Professional Active continuing education requirement.

If you have any additional questions or concerns about continuing education hours or your AMTA membership, please visit our Web site at www.amtamassage.org or contact Member Services or Professional Development at 847-864-0123.

foundation bulletin

Books Of Discovery Becomes Sustaining Benefactor

The AMTA Foundation is pleased to announce that Books of Discovery, of Boulder, Colorado, has joined the foundation's Corporate Giving Program as a Sustaining Benefactor. Books of Discovery publishes "*Trail Guide to the Body*," a textbook on palpatory anatomy, and has pledged $2,000 every month for the 2004 calendar year. This is the second-largest gift from a corporation the foundation has ever received.

In a letter accompanying his donation, Andrew Biel, CEO, stated: "Initially, I thought to put these donations in my grandparents' name—a gesture that would allow us anonymity, but also honor the people who paid for my massage education. Instead, I would like to make the donations in Books of Discovery's name. My hope is that it will encourage other companies affiliated with our profession to give as well."

"This is another example of Drew's commitment to massage therapy," says Foundation President John Balletto. "Not only is he sharing his wealth of knowledge and innovative approach to teaching anatomy, but he also shows his commitment to the future of massage therapy by offering his financial support to the AMTA Foundation. The foundation is not only very happy, but proud to have Books of Discovery as a Sustaining Benefactor."

The work of the AMTA Foundation, a charitable, nonprofit organization, spans the profession. With the support of massage therapists, massage schools and massage product vendors, it has awarded more than $500,000 to more than 100 grant recipients since 1990. Together, the foundation has funded a pilot research project, "The effects of massage and relaxation on chronic pain experienced by patients with sickle cell disease." As a result of this research, two more studies have been launched, one of which is being funded by National Institutes of Health National Center for Complementary and Alternative Medicine. Hand in hand, the knowledge and practice of massage therapy is advanced by supporting scientific research, education and community service.

For more information about the AMTA Foundation's Corporate Giving Program and its granting programs, please visit www.amtafoundation.org, or call 847-869-5019, ext. 120.

AMTA Foundation Seeks Research Poster Session Entries

If you are interesting in participating at this year's research poster session—held at AMTA National Convention from October 6-9—please contact Alison Pittas at *apittas@amtafoundation.org*.

New Programs *continued from page 3*

Yellow Pages headings. In keeping with its past relationships on *Yellow Pages* issues, AMTA will share the results of its YPIMA contacts with Associated Bodywork and Massage Professionals (ABMP).

Continuing its commitment to high standards in the massage therapy profession, AMTA has asked the board of directors of the Council of Schools to investigate development of a code of ethics for AMTA school members. AMTA's well-established Code of Ethics is specific to practitioner members.

AMTA is making choices based on member needs within the context of its Strategic Plan. While the board determined its resources would allow it to only choose two new programs at this time, others suggested by members, will be considered at face-to-face board meetings this year.

Calendar

2004

June 12-13
AMTA Board of Directors Business Meeting
Chicago, Illinois
Contact: 847-864-0123, ext. 157

June 25-27
International Association of Animal Massage & Bodywork
Toledo, Ohio
Contact: 800-903-9350

August 12-15
AMTA COS Teachers Conference
Denver, Colorado
Contact: 847-864-0123, ext. 143

October 6-9
AMTA 2004 National Convention
Nashville, Tennessee
Registration: 847-864-0123, ext. 143
Exhibitors: 847-864-0123, ext. 113

October 24-30
National Massage Therapy Awareness Week
Contact: 847-864-0123, ext. 133

Education Events

Register Now For AMTA's 2004 National Convention

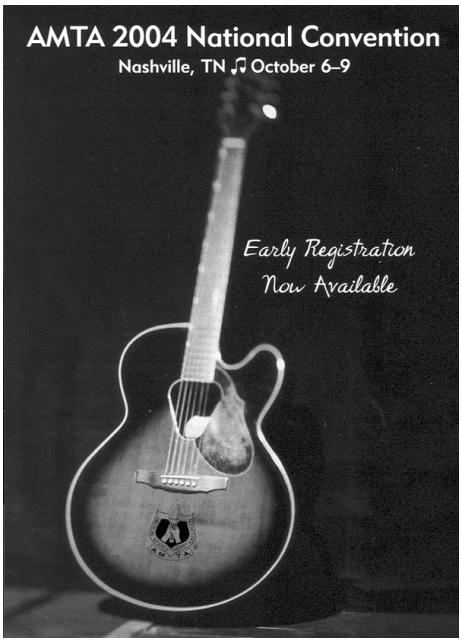
Don't miss AMTA in Music City USA! Register now for the AMTA 2004 National Convention in Nashville, Tennessee, on October 6–9 at the Nashville Convention Center. AMTA members can save $60 by taking advantage of the special early registration rate. (Early registration ends August 20.)

This year's convention has a great line up of presenters to "fine tune" your skills, and expand your knowledge of a growing industry. It promises to be an intense personal and professional experience with top-notch speakers, unsurpassed networking and an ever-expanding exhibits marketplace. AMTA welcomes you to connect with the power of your profession and advance your skills as a professional massage therapist.

Classes offered this year will include, "Dissection of the Forearm, Wrist and Hand," with David Kent; "Achieving Balanced Breathing," with Leon Chaitow; "Fijian Massage," with Lolita Knight; and "Sounding the Liquid Body," with Mary Capone and Vickie Dodd. Register early to reserve your seat; there is always the chance these classes could sell out.

You can also register to attend the AMTA Foundation Post Convention Workshop, "Fibromyalgia Syndrome: Bodywork & Complementary Strategies for its Management," with Leon Chaitow. This workshop will be October 10 to 11 to benefit the AMTA Foundation.

You also don't want to miss our keynote speaker, Rachel Naomi Remen, on October 7. Remen is author of two bestsellers, *Kitchen Table Wisdom: Stories That Heal* and *My Grandfather's Blessings: Stories of Strength, Refuge and Belonging.*



For more information about the upcoming convention, call 847-864-0123 ext. 143, or register online at www.amtamassage.org.

Save The Date For Next COS Conference

Plan now for the upcoming AMTA Council of Schools 2004 Teachers Conference. This year's conference, "Teaching with Heart," will be held in Denver, Colorado, from August 12 to 15. Members can receive an early registration rate ($285) until May 17. You can register at www.amtamassage.org, or by calling 847-864-0123, ext. 143 and asking to receive a free brochure.

Upcoming Deadlines

July 1, 2004 — *Sept./Oct. 2004 Issue*
Sept. 1, 2004 — *Nov./Dec. 2004 Issue*

Hands On welcomes contributions from all AMTA members. All submissions must include a legible signature and phone number, and may be edited for space and clarification. *Hands On* does not accept advertisements. Address all correspondence to:

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